



CITY OF LINCOLN ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

February 8, 2017

8:00 AM
Lincoln City Hall
600 Sixth Street, Lincoln, CA 95648
First Floor Meeting Room

ROLL CALL: Matthew Brower, Matthew Gardner, Peter Gilbert, Jerry Harner, Joann Hilton, Paul Joiner, Mike Miller (Chair), David Plaut, Cathi Ruff, Cherri Spriggs-Hernandez, Shawn Tillman, Sally Welch (Vice Chair), Carol Witten

MINUTES: Approval of Minutes from December 14, 2016

PUBLIC COMMENT: Citizens may address the Committee regarding items not posted on the agenda. In most cases, the Committee may not discuss or take action on items not posted on the agenda.

COMMITTEE BUSINESS:

1. Introduction of New Member: David Plaut <http://www.cvtconsultants.com/>
2. Selection of Chair and Vice Chair for 2017
3. Retreat Follow Up
 - a. Review/Refine EDC Scorecard
 - b. Next Steps

INFORMATION ITEMS/UPDATES:

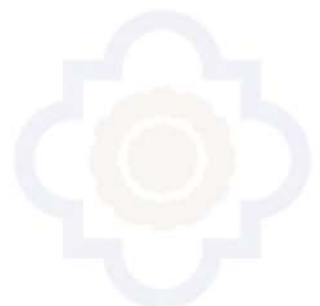
1. New Business Licenses January 2017
2. Unemployment Data December 2016

OTHER ITEMS:

1. Future agenda Items
 - a. Village 5 Update (March 2017)
 - b. Discuss re-routing truck traffic
 - c. EDC Award
 - d. Parklet Presentation
 - e. Business Outreach

NEXT SCHEDULED MEETING:

March 8, 2017, 8:00 AM



Economic Development Committee Meeting/Retreat Minutes, Wednesday 12/14/16

Call to Order: Mike Miller (EDC Chair) at 8:00AM

Present: Mike Miller (EDC Member Chair), Sally Welch (EDC Member Vice-Chair), Dan Karleskint (City Council and Substitute for Paul Joiner), Peter Gilbert (City Council), Matt Brower (City Manager). EDC Members: Cathi Ruff, Cherri Spriggs-Hernandez, Carol Witten, Joann Hilton, Jerry Harner, Matt Gardner, Vic Freeman

Excused Absences: Paul Joiner (City Council), Shawn Tillman (EDC Manager)

Motion for Minutes Approval: Motion by Joann Hilton, 2nd by Jerry Harner

Guests: None

Public Comment: None

Updates:

1. Jerry Harner shared his experience as Lincoln's first graduate of the Greater Sacramento Council's Champions Program, which is an eight-hour course of study. Jerry will submit a report to EDC and he recommended the book course resource "The Metropolitan Revolution".
2. Cherri Spriggs-Hernandez and Sally Welch attended the Greater Sacramento Annual Dinner and reported that it was highly successful with more than 1,000 attendees. The PR video and campaign "Beyond The Cow Bell" were introduced promoting the Greater Sacramento area, including Lincoln. Lincoln has a vested interest in Greater Sacramento Council, as "the place to do business".

Future Agenda Items:

1. EDC Awards Program: "Should awards be annually and at what levels?" Matt Brower suggested that a collaboration with Lincoln Chamber with "Proud Partner with EDC" stickers for display
2. Re-routing Truck Traffic – more of a Chamber issue than EDC, with input from EDC
3. Business Outreach – outreach initiatives to be discussed as possible metrics

Committee Business:

Agenda for EDC meeting was planned for 4 hours to include retreat, dealing with a three-step process to review:

1. Economic Development Action Plan
2. Specifics and identify Scorecard Performance Metrics
3. EDC Charter (from Lincoln City Council)

The retreat allows in depth evaluation of these three documents in order to formulate the Next Steps.

Presentation by Matt Brower (Substitute for Shawn Tillman)

The purpose of this retreat is to:

1. Obtain feedback from EDC for the January 11th & 12th Lincoln Staff Retreat,
2. Establish actionable directives
3. Clarify the language and meaning of the three documents
4. Coordinate the documents so that they are consistent with each other

Using power point, Matt Brower explained the Strategic Scorecard and how it measures outcome. He reviewed the ED Action Plan purpose, vision, mission, expectations, overview, and its values.

Economic Development is the business of achieving outcomes and results and ED needs to establish goals to do so. To develop goals ED needs scorecards to measure outcome. One has to identify the metric, however, these are caveats to consider:

1. Budget Impact
2. Resources Allocation
3. Time Frame

For example: Industrial tax county/city: "How much goes to city, school district, and county?"

Sales Tax and Property Tax contribute as the main revenue. Fees, licenses, and transfers are not main source.

Lincoln's 2016 Balanced Scorecard as developed by City Council and City Manager

The Four Drivers of Performance Measure Goals are:

1. Economic Development
2. Infrastructure
3. Organizational Excellence
4. Team Cohesion

The ED measure of the performance of the following would be monthly and YTD:

1. Business Climate,
2. Downtown Lincoln
3. Enhance Lincoln Regional Airport

EDC Priority is:

1. Strategic Scorecard and
2. Retention and Expansion

Business Climate is the main focus for the EDC, tracking and targeting the metric for:

1. Developer Customer Satisfaction
2. Builders Customer Satisfaction
3. Commercial Customer (Occupancy) Satisfaction

Strategic Action Plan:

Part of the mission statement and a main emphases for EDC is to achieve the vision by actively supporting the growth and expansion of existing businesses, recruiting businesses, and attracting new retail development to expand the Lincoln's tax base.

Mike Miller suggested focus energy on:

1. Data collection and analysis,
2. Communications: "What tools are needed for staff use?"
3. Specific metrics
4. Business and employment: "How can EDC move the dial?"

Retreat discussion focused on Business Climate, involving metric and targets. The assembly of data is key in measuring outcome. The specific goals for the EDC are to retain, grow, and attract business, and to gain general tax revenue from property and sales tax. Outreach initiatives need to be developed and implemented to "move the dial".

Charter Review:

EDC reviewed the aspects of composition, nomination and appointment, function and objective, removal, meeting minutes, chair and vice-chair terms, duties (to generate taxes and attract and retain business), reimbursements, special studies, and absences. The EDC meeting minutes draft needs to be sent to all EDC committee members, as soon as practical, before the next meeting. City staff needs to further define the staff policy and procedure for draft minutes evaluation and distribution. Suggested adjustments to EDC Charter are:

1. Specific policy and procedure need to be established for timely inter-committee communications
2. EDC adjust the "Sphere of Influence" (SOI) for number 3 to 5 regarding duties and objectives
3. Clarity of terms of leadership for committee chair and vice chair reevaluated
4. EDC Charter needs to be consistent with EDC Action Plan document

Updates:

An alternate date for the EDC January meeting was proposed, instead of the usual meeting date.

Next Steps Retreat Suggestions for Future Agenda:

Several ideas for future presentations to EDC:

1. Sales tax consultant present to explain the concept of tax leakage
2. The topic of jobs creations by various experts
3. "Sunset Project" topic presented by Sherri Conway, and her assistant, of Placer County Economic Development Board

Meeting Adjourned: 11:58AM by Chair Mike Miller
Respectfully submitted by Carol Witten, EDC Member

Economic Development Committee (EDC) Scorecard

Sub Category: Business Climate

METRICS

Metric 1: Economic Development Committee members are directly involved in implementing plan goals

Target 1.1: 100%

Notes: Examples of being “Directly Involved in Implementing Plan Goals” can include, but not be limited to a) serving on a subcommittee or task force formed to support identified goal(s); b) carrying out an aspect of a specific action plan step; c) serving as chair or vice chair of EDC.

[Mike Miller note: The reporting activity will carry the metric; the results against each goal will provide the physical elements. As the goals become better defined we can quantify meaningful metrics; i.e., Communications & Branding - content updates to the City’s website quarterly.]

[Sally Welch note: Require committee members to serve on subcommittee or task force once a year and prepare a report on the results.]

Metric 2: Hold monthly Economic Development Committee meetings and provide periodic reports to City Council.

Target 2.1: Deliver four presentations to Council.

Notes: Reports are intended to provide feedback, documentation, results, findings and/or position papers on opportunities, threats [and projects?] based on data.

Target 2.2: Deliver at least one annual report on Supporting Goals

Notes: *[Mike Miller note: One report from each Goal (subcommittee) plus one from the total EDC would provide material for each of the quarterly presentations to the City Council. Metric 1 and 2 could be combined into one “Operational” metric focused on meeting and being productive. The last metric would be on actually producing something of value to the City.]*

[Sally Welch note: Quarterly reports are to include relevant data that advises council on economic development issues and make recommendations. Quarterly reports to be distributed to committee members prior to being presented to Council.]

SUPPORTING GOALS

Goal 1: Communication and Branding

Outcome 1.1: Implement digital media communications plan; implement branding refresh

Action Plan:

1) Develop social media communications plan; review existing City logo and branding to

determine if a refresh/update is needed.

- 2) Update Economic Development website content quarterly.
- 3) Evaluate available options for a social media campaign.

Notes: *[Mike Miller: The “Outcome” or “Target” should be the quantifiable metric being reported (see Note above). It is premature to define those elements without first defining the work and priority within each goal. I envision 3 sub-committees assigned to each of the first 3 Goals with the entire EDC working on anything that comes down from the City Council. They may represent valid tasks but the Goal needs further definition to provide the needed direction to identifying the proper tasks and priorities.]*

Outcome 1.2: Develop information and data through interactions with businesses to inform EDC plans.

Action Plan: Business Recognition Program

Goal 2: Data Collection, analysis and recommendations

Outcome 2.1: Develop data profile to evaluate patterns to help identify opportunities and threats. *[Mike Miller note: Works with Communication & Branding on how to best deliver output.]*

Action Plan:

- 1) Leverage existing data resources such as Go to Market Strategy and/or conduct new target industry sector analysis to identify leads for development into prospects.
- 2) Obtain data on available land use per zoning in Lincoln and what possible business is appropriate for that site.
- 3) Provide a report that includes what amount of land is available and existing land use. If land use is not balanced, make a recommendation on the appropriate balance to retain and attract business.
- 4) Assess Lincoln’s business needs against leakage and make a recommendation on what kind of businesses are needed to boost tax revenue/jobs.

Goal 3: Linkages, Relationships and Advocacy

Outcome 3.1: Develop information and data through interactions with businesses to inform EDC plans and provide feedback to staff.

Action Plan:

- 1) EDC members should attend one economic development seminar/workshop or chamber event a year to support the committee/staff efforts in marketing Lincoln’s assets.
- 2) Each member will be required to contact one business owner to discuss what we can do better and understand their business needs and report back to committee.

Outcome 3.2: Develop information and data through interactions with businesses to inform EDC plans

Action Plan:

- 1) Develop a recognition program by 6/1 to acknowledge outstanding Citizens/Businesses that contribute to improving Lincoln's business climate or life style.
- 2) Develop an award for the recognition. Decide is this an annual award; quarterly or semi-annual.

Goal 4: Tools for staff use

Outcome:

Action Plan:

- 1) Assist Economic Development Manager with reviewing, updating and assembling marketing packages for recruitment purposes on as needed basis.

CITY OF LINCOLN NEW BUSINESS LICENSES

JANUARY 2017

Business Name	Street #	Street Name	City	St	Zipcode	Description of Business
SACRAMENTO MAKEUP DESIGN STUDIO	110	GATEWAY DRIVE # 110	LINCOLN	CA	95648	MAKEUP DESIGN STUDIO
HOME HANDYMAN SERVICES	200	RUDDY DUCK COURT	LINCOLN	CA	95648	HANDYMAN SERVICES / HOME REPAIRS
EMPIRE GYMNASTICS CENTER LLC	2800	NICOLAUS ROAD	LINCOLN	CA	95648	GYMNASTICS
ANGORA DESIGNS	1272	SEGOLILY LANE	LINCOLN	CA	95648	INTERIOR DESIGN
ANYTIME FITNESS	880	STERLING PARKWAY # 9010	LINCOLN	CA	95648	HEALTH & WELLNESS
BENT SHOE BREWING LLC	800	BUSINESS PARK DRIVE # 100	LINCOLN	CA	95648	
MAJESTIC THERAPY	741	STERLING PARKWAY # 100	LINCOLN	CA	95648	PROVIDE MEDICAL / SPORTS MASSAGE THERAPY
ALI'S NOTARY SERVICE	2226	THOMSEN WAY	LINCOLN	CA	95648	NOTARY PUBLIC
SIERRA NURSERY AND ROCK INC	1185	LINCOLN BOULEVARD	LINCOLN	CA	95648	
TRUE BLUE	6020	MCCOURTNEY ROAD	LINCOLN	CA	95648	HANDYMAN HOME REPAIRS
MCMILLEN INSPECTIONS	6020	MCCOURTNEY ROAD	LINCOLN	CA	95648	HOME INSPECTIONS
LITTLE MUGGLEZ	1687	DRUMMOND LANE	LINCOLN	CA	95648	
SAFETY RESOURCE CONSULTING LLC	1304	OAK VALLEY DRIVE	LINCOLN	CA	95648	PROVIDE SAFETY AND HEALTH CONSULTING SERVICES
THE TIRE MAN AUTO REPAIR	198	LINCOLN BOULEVARD	LINCOLN	CA	95648	TIRE AUTO REPAIR
ONE NEST REAL ESTATE	601	MCBEAN PARK DRIVE # 200	LINCOLN	CA	95648	REAL ESTATE BROKERAGE
MICHELLE M. HANSON	211	RUA ESPERANZA	LINCOLN	CA	95468	CERTIFIED PUBLIC ACCOUNTANT
WESTBY INFODESIGN	1495	CLAIRMONT LANE	LINCOLN	CA	95648	GRAPHIC DESIGN CONSULTING
COFFEE TEA DISTRIBUTORS INC.	3144	VENTURE DRIVE # 500	LINCOLN	CA	95648	COFFEE / TEA / EQUIPMENT DISTRIBUTION
VIP NAILS AND SPA	2270	NICOLAUS ROAD # 110	LINCOLN	CA	95648	NAILS SALON
PETERSON GRADING & EQUIPMENT CO.	755	Big Ben Road	LINCOLN	CA	95648	OWNER / OPERATOR EQUIPMENT
ESPIRITU ACUPUNCTURE	570	5TH STREET # 152	LINCOLN	CA	95648	ACUPUNCTURE
ROYO EYE AND LASER CENTER	2295	FIELDSTONE DRIVE # 130	LINCOLN	CA	95648	OPHTHALMOLOGY OFFICE
GREY HANGER	914	PESARO PLACE	LINCOLN	CA	95648	ONLINE CLOTHING RESALE
AMERICAN RIVER WATERSCAPES	815	DOGWOOD LOOP	LINCOLN	CA	95648	CONSTRUCTION OF PONDS / WATERFALLS / LANDSCAPING
HOMETOWN APPLIANCE REPAIR	1618	CHERYL COURT	LINCOLN	CA	95648	IN HOME APPLIANCE REPAIR
ANDREW AND BETHANY PHOTO	2075	CULPEPPER LANE	LINCOLN	CA	95648	PHOTOGRAPHY
PURE BRED ATHLETICS / FITNESS	1396	LANDMARK CIRCLE	LINCOLN	CA	95648	FITNESS BOOTCAMP CLASSES
PARK AND PLAY	100	CRYSTALWOOD CIRCLE	LINCOLN	CA	95648	MOBILE DOUBLE DECKER BUS WITH SOFT PLAY STRUCTURE FOR BIRTHDAY PARTIES
BRIDE-N-GROOM WITH A BROOM	1865	GARRINGTON LANE	LINCOLN	CA	95648	POST CONSTRUCTION CLEAN UP
GRATEFUL HEAD	2290	NICOLAUS ROAD # 102	LINCOLN	CA	95648	HAIR STYLIST
TIBR CONSULTING	687	DANBY LANE	LINCOLN	CA	95648	SAFETY CONSULTING
LEKOS LABS	2530	LINDBERGH COURT	LINCOLN	CA	95648	VITAMIN HEALTH SUPPLEMENTS
TRUCKS SUVS SUPER CENTER	1331	AVIATION BOULEVARD # 700	LINCOLN	CA	95648	
ANDERSON FIRE PROTECTION	143	MARINER PLACE	LINCOLN	CA	95648	COMMERCIAL / RESIDENTIAL FIRE SUPPRESSION
TOM MOORE FARMING	312	ASHWOOD WAY	LINCOLN	CA	95648	ADMINISTRATION WORK
LINCOLN POTTERS BASEBALL CLUB LLC	436	LINCOLN BOULEVARD # 104	LINCOLN	CA	95648	SPORTS MANAGEMENT BUSINESS
SAM'S ARTISAN WOODWORK	1249	SEYMOUR CIRCLE	LINCOLN	CA	95648	
BETTENCOURT APPRAISALS	575	R STREET	LINCOLN	CA	95648	REAL ESTATE APPRAISAL
MATTRESS FIRM	127	FERRARI RANCH ROAD	LINCOLN	CA	95648	
LINCOLN HILLS CONSTRUCTION	1877	GARRINGTON LANE	LINCOLN	CA	95648	
LINCOLN FAMILY TAEKWONDO CENTER	629	LINCOLN BOULEVARD	LINCOLN	CA	95648	

Monthly Labor Force Data for Cities and Census Designated Places (CDP)
December 2016 - Preliminary
Data Not Seasonally Adjusted

Area Name	Labor Force	Employment	Unemployment Number	Rate	Census Ratios Emp	Unemp
Placer County	181,100	173,800	7,300	4.0%	1.000000	1.000000
Auburn city	6,900	6,600	300	4.7%	0.037945	0.044642
Colfax city	1,100	1,000	100	7.7%	0.005861	0.011639
Dollar Point CDP	600	500	0	0.9%	0.003152	0.000685
Foresthill CDP	900	900	0	3.5%	0.005264	0.004451
Granite Bay CDP	11,600	11,200	400	3.7%	0.064164	0.058659
Kings Beach CDP	2,500	2,400	100	5.3%	0.013845	0.018260
Lincoln city	18,800	18,000	800	4.4%	0.103334	0.113436
Loomis town	3,100	3,100	100	2.7%	0.017606	0.011748
Meadow Vista CDP	1,400	1,400	0	3.1%	0.008042	0.006163
North Auburn CDP	5,700	5,500	200	4.0%	0.031381	0.031155
Rocklin city	30,700	29,500	1,300	4.1%	0.169433	0.171575
Roseville city	65,300	62,800	2,500	3.8%	0.361434	0.339981
Sunnyside Tahoe City CDP	1,100	1,100	0	4.4%	0.006069	0.006676
Tahoe Vista CDP	1,000	1,000	0	3.7%	0.005670	0.005136

CDP is "Census Designated Place" - a recognized community that was unincorporated at the time of the 2009-2013 5-Year American Community Survey (ACS).

Notes:

- 1) Data may not add due to rounding. All unemployment rates shown are calculated on unrounded data.
- 2) These data are not seasonally adjusted.

Methodology:

Monthly city labor force data are derived by multiplying current estimates of county employment and unemployment by the relative employment and unemployment shares (ratios) of each city at the time of the 2009-2013 American Community Survey. Ratios for cities were developed from special tabulations based on ACS employment, unemployment, and population and Census population from the Bureau of Labor Statistics. For smaller cities and CDPs, ratios were calculated from published census data.

Monthly CDP's labor force data are derived by multiplying current estimates of county employment and unemployment by the relative employment and unemployment shares (ratios) of each CDP at the time of the 2009-2013 ACS survey. Ratios for CDPs' were developed from special tabulations based on ACS employment and unemployment from the Bureau of Labor Statistics.

This method assumes that the rates of change in employment and unemployment since the

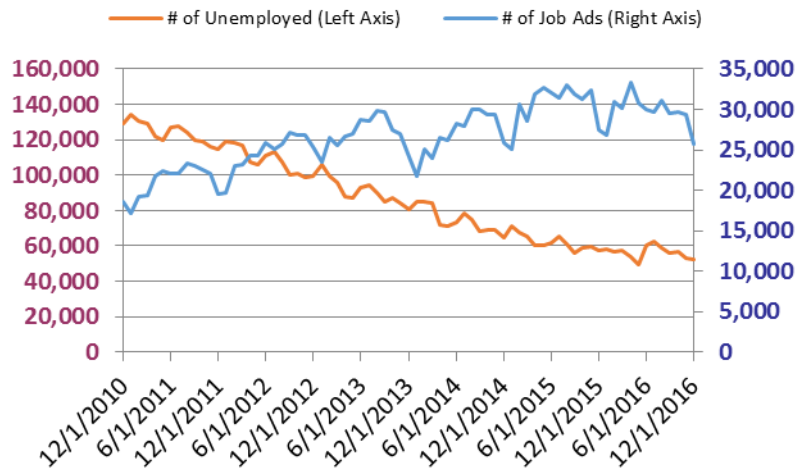
Data Not Seasonally Adjusted

Area Name	Labor Force	Employ- ment	Unemployment Number	Rate	Census Ratios Emp	Unemp
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2009-2013 American Community Survey are exactly the same in each city and CDP as at the county level (i.e., that the shares are still accurate). If this assumption is not true for a specific city or CDP, then the estimates for that area may not represent the current economic conditions. Since this assumption is untested, caution should be employed when using these data.

Recent Job Ads for Sacramento Roseville Arden Arcade MSA Not Seasonally Adjusted - December 2016

Number of Job Ads vs. Number of Unemployed



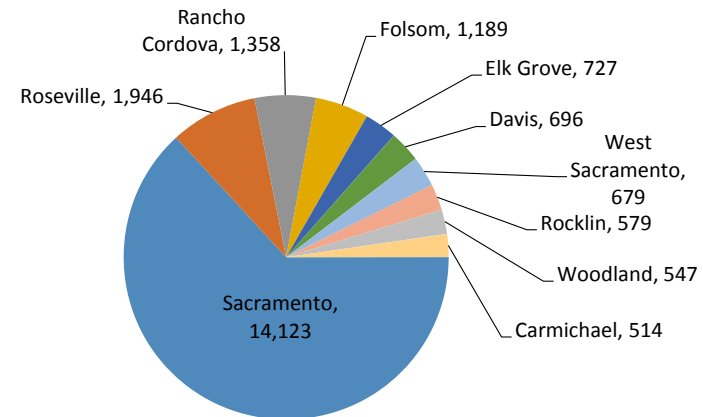
Occupations with Most Job Ads

Registered Nurses - 1157
Heavy and Tractor-Trailer Truck Drivers - 665
First-Line Supervisors of Retail Sales Workers - 538
Customer Service Representatives - 505
Retail Salespersons - 495
First-Line Supervisors of Office and Administrative Support - 487
Computer Systems Analysts - 441
Computer User Support Specialists - 366
Medical and Health Services Managers - 349
Management Analysts - 345

Employers with Most Job Ads

Dignity Health - 595
Sutter Health - 493
Accenture - 321
University of California, Davis - 255
Kaiser Permanente - 213
Soliant - 210
Randstad - 210
Robert Half International - 186
Intel - 166
Target Corporation - 157

Cities with Most Job Ads



Note: The data provided does not suggest that the occupations of the unemployed directly align with the occupations of the advertised vacancies.
Sources: Employment Development Department, Labor Market Information Division; Help Wanted Online from The Conference Board and WANTED Technologies